PROCEEDINGS OF THE BROWN COUNTY EDUCATION & RECREATION COMMITTEE

Pursuant to Section 19.84 Wis. Stats., the budget meeting of the **Brown County Education & Recreation Committee** was held on Monday, October 15, 2012 in Room 212-213, Neville Public Museum, 201 Museum Place, Green Bay, Wisconsin.

Present: Chairman-Patrick Wetzel, Supervisors Erik Hoyer, John Van Dyck, Patrick Williams

John Vander Leest

Also Present: Executive Troy Streckenbach, Supervisors Lund, Kaster, Jamir, Erickson, LaViolette,

Robsinson, Neil Anderson, Doug Hartman, Scott Anthes, Lynn Stainbrook, Kathy Pletcher, Lori Denault, Rolf Johnson, Brent Miller, Lynn Vanden Langenberg, Carolyn

Maricque, Dan Process, Paula Kazik, Other Interested Parties.

I. Call to Order:

The meeting was called to order by Chairman Wetzel at 5:31 p.m.

II. Approve/Modify Agenda:

Motion made by Supervisor Vander Leest, seconded by Supervisor Hoyer to approve the agenda. Vote taken. MOTION UNANIMOUSLY APPROVED

BUDGET REVIEW

REVIEW OF 2013 DEPARTMENT BUDGET

NEW Zoo and Park Management: Review of 2013 department budget.

NEW Zoo and Park Director Neil Anderson provided a Summary Presentation handout regarding the Zoo budget (attached). Anderson read from the summary presentation contained in the handout. He stated that the Zoo's 2013 annual budget maintains AZA accreditation standards of operations as well as complying with the United States Department of Agriculture regulations covered under the Animal Welfare Act. Anderson continued reading from his report and concluded that the overall Zoo 2013 budget is a conservative budget which will provide the Zoo with the necessary funds to operate in 2013 and build future successes as well as financial wellbeing. The 2013 budget proposed maintains the Zoo's enterprise status. The Zoo's Statement of Funds reflects projected fund available after 12-31-13 of \$455,522.

With regard to the capital contribution of \$250,000, Supervisor Van Dyck stated it comes in as a revenue and he wanted to know if the expenditures that that is spent on are also listed and Anderson stated that this is donated funds from the Zoo Society and the funds are used for the animal hospital. Van Dyck clarified that the expenses that relate to the revenue are not in the budget and Anderson stated that that is correct.

Supervisor Vander Leest questioned admission charges and Anderson stated that the admission fee was raised in 2012 but in 2013 the admission fee and zoo passes will remain the same.

Anderson stated that the only item that was not in the budget is the reclassification of the curator of animals. This will result in an increase in the regular earnings by \$8,728 and related fringe by \$1,250 for the re-grading of the curator of animals position which the Zoo can afford.

Vander Leest wished to inform the new Committee members that nothing from the Zoo is on the levy. All of the money as relates to the Zoo is from the proceeds of the Zoo.

Motion made by Supervisor Vander Leest, seconded by Supervisor Williams to approve the regrading of the Curator re-class at a net increase of \$9,978. Vote taken. <u>MOTION</u> <u>UNANIMOUSLY APPROVED</u>

Assistant Park Director Doug Hartman provided a Summary Presentation handout with regard to the Park Management budget (attached). Hartman read from the summary and concluded that the Park Management budget continues to be conservative in order to meet reduced levy targets. He noted that there are no capital outlay equipment/projects submitted in order to meet budget target goals. This will need to be addressed in the near future as the Parks infrastructure ages and relationships with Public Works for fleet management, sharing of equipment, building management, etc. will also need to be explored.

Motion made by Supervisor Van Dyck, seconded by Supervisor Hoyer to approve the Zoo and Park Management budgets. Vote taken. MOTION UNANIMOUSLY APPROVED

Van Dyck stated that most of the other departments have had decreases in health insurance costs and he questions why the Parks Department had an increase of \$33,000. Finance Director Carolyn Maricque answered that it is because for a portion of the year Park staff is at the Highway Department but the entire premium comes from the Park budget. This is changed from 2012 and was prorated in 2012 but not for the 2013 budget.

Van Dyck also asked in the boat landing/cross country skiing area, what the transfer out is meant to accomplish. Hartman stated that there is a transfer in in the general Parks budget and there is a transfer out in those cycle revenue accounts. What that shows is the staff labor that is utilized to manage those accounts.

Hartman stated the \$1.1M tax levy has been the same since about the 1990s. He noted that they have worked hard over all these years to keep the tax levy basically the same for many, many years and he felt that the services and quality has increased over the years, however, this continues to be a challenge from year to year.

Supervisor Erickson had a question regarding the boat landing and wondered if there is a reserve fund in that area. Hartman stated that there is a fund balance in the boat launch account and whatever fees are collected at the boat launches go into the segregated or special revenue account. The current balance is approximately \$497,000. Erickson stated that there will need to be dredging at Bay Shore and Suamico soon and Hartman stated that the reserve fund can be used for things of that nature. Hartman also stated that he has a design engineering RFQ that will be going to Purchasing soon regarding dredging.

Wetzel stated with regard to the capital outlay, for two years in a row almost all of the money was cut out of maintaining assets and he wondered if at some point the cost to repair and/or replace down the road might be more than the costs to maintain assets. Hartman stated that they will seriously have to look at how they do business and what they offer for services so we can have the amount of money needed to maintain the assets.

In terms of capital projects, Supervisor Hoyer stated that in other meetings we had talked about the asphalt at the Fairgrounds and also the Reforestation Camp. He asked if this was a separate issue from the budget or if it is something that is simply being thought about at this point. Hartman stated that the Fairgrounds asphalt is tied into the CIP for 2014 and these are the kinds

of things that he was talking about earlier. They are doing okay on things like oil changes on equipment, but larger projects such as asphalt and roofs will be tougher to cover. These are things that they need to figure out how to address in the future.

A question was asked as to what the \$357,000 in other outlay was for in 2011 and Hartman responded that it was related to the photovoltaic renewable energy projects that were grant funded.

Van Dyck brought up the issue of changing the Fair subsidy back to \$25,000 as discussed at the last Ed and Rec meeting. The idea of going back to \$25,000 was discussed but then billing back the expenses that are incurred. Van Dyck asked if this would be too difficult to calculate on an annual basis or if it was something that would be easy to do. Hartman stated it would be easy enough to do through their software system and they can put in time and track work orders or anything that is done for the Fair to come up with a number. He stated that there are some things like normal services and labor that the Fair asks for that are already billed back. Hartman's concern would be if the Fair did not require or ask for certain services, there would not be anything to bill back.

With regard to maintenance of assets, Vander Leest indicated that grants have been received in the past for improvements to buildings and facilities and he felt that similar opportunities should be taken advantage of. He also advised that if there are critical items the Committee should be made aware of them as soon as possible and that he would like to see as much maintenance done as possible with carryover or other funds. The other thing he wished to mention was with regard to the Fair and he recalled a suggestion made last year that the subsidy be \$15,000 and then \$10,000 more was added. He felt this should be at \$20,000 as this would provide a basic level of support. Hartman stated that he has discussed this figure with the Fair President and many years ago it was discussed that there would be a gradual weaning.

a. Resolution Approving New or Deleted Positions during the 2013 Budget Process (Zoo and Park Management).

Motion made by Supervisor Vander Leest, seconded by Supervisor Williams to approve. Vote taken. MOTION UNANIMOUSLY APPROVED

2. <u>Museum</u> – Review of 2013 department budget.

Museum Director Rolf Johnson presented the budget and stated it was going to be a tight budget for fiscal 2013 and the Museum was looking at ways of bridging budget gaps. As indicated by other departments, the Museum also had some decreases in terms of expense costs in areas such as health insurance premiums. He noted that there is also a vacant curator position at the Museum that will be unfunded for 2013. He is also pulling back on some of the earned revenue projections, particularly gate revenue. He continued that they did not have as good a year as he hoped they would, although this is beginning to turn around and they are getting more people coming into the Museum. He felt it was incumbent on him to be a little more realistic on the revenue side of the equation for 2013.

Johnson continued that he felt the biggest impact on the budget is the personnel as this is the Museum's single largest expense and this is the one area he felt cuts could be realized.

Johnson was thankful for help he received from the County Executive and finance staff as far as looking at how to react to any trend at the end of the first quarter and he will continue to report to the Committee on a monthly basis, but he felt it was likely that there would be a shortfall for fiscal 2012 but noted they are doing everything possible to generate earned revenue for the remainder of the year.

Johnson continued that the Foundation is also pulling back and looking at about a 12% cut in fiscal 2013 and this is directly reflected in both the donation side and on the expenditure side. He also noted that the Foundation will also be picking up the 2013 fiscal costs for the Altru computer system. They are very focused on developing new fundraising strategies which will have a bearing on long-term operations and the ability to fulfill the mission moving forward. Gate revenue remains the largest challenge and the impact of that is that it will force Johnson to take a very hard look at not only the staffing, but who is doing what and how they are being compensated. He has begun the dialogue with the Ed and Rec Committee and the County Executive and HR with regard to this. Johnson plans on having a new table or organization by the end of the fiscal year to be reviewed by the County Executive, Administration and the Ed and Rec Committee.

Johnson also noted that in an effort to make decreases based on the diminished revenue side of the equation for 2013, almost every operating budget with the exception of personnel has been trimmed. He is also looking at a relatively large expense for security which is also really the frontline admissions staff and he is working with the new coordinator of guest services to begin looking at how they can train volunteers to help cover the front desk.

Vander Leest asked where general admissions are currently tracking and what can be done to drive admissions to bring in more revenue and create a larger base of museum support. He also asked if there were any best practices that could be used to get more people in the door. Johnson stated that there are some industry best practices and they had a pre-Foundation retreat planning meeting earlier in the day in which they asked the Foundation board members the same question. One of the things would be to have larger blockbuster exhibits but Johnson acknowledged that you can only have so many of those. They are trying to better address the change in audience and audience needs and will then try to figure out what to do to get to infinity groups as opposed to broader groups. The reality is that they are still in transition in trying to find answers.

Erickson asked if the idea of a combo museum/zoo pass for a few days had ever been considered or a combo ticket for the Neville and the Children's Museum. Johnson stated that they have considered this in terms of a shared members' weekend not only with the County attractions, but also with things such as the Railroad Museum and Botanical Gardens. He noted, however, that this will make friends, but will not raise funds. Erickson also suggested speaking with Tom Miller from the Airport to bring in an airplane or coordinate an exhibit with the EAA during the summer. Johnson thanked Erickson for his excellent ideas and stated that one of the things they are attempting to do is decide what they ought to be as a museum and determine their mission as they move forward.

Van Dyck noted the summary highlights portion of the budget states that public charges decreased to more accurately align daily admission revenues with trend and wanted to know if the \$199,000 in the budget, is still a stretch and if so, by how much. Johnson stated that that is a stretch goal by about \$50,000 - \$60,000. By the end of the first quarter of fiscal 2013, if the

Museum is not on track, they will need to look very seriously at cutting expenses and this is why Johnson is looking at reorganizing the staff in terms of reclassification.

Van Dyck then asked if the reduction in the exhibit plan which correlates to the reduction in the donation from the Museum Foundation is because their revenues are down? Johnson answered that one factor is that the Foundation's revenues are down and noted that a few weeks ago they were running \$100,000 short on targets. Consequently they are adopting a new strategy to roll over the deficit from 2012 and bundle everything to sell a package for fiscal 2013 and the response to this so far has been pretty good. Johnson also stated that the modus operandi prior to his arrival was to have a large number of small exhibits in a quick fashion with little impact and the curators were not doing other territorial work. He is now concentrating on doing fewer exhibits with greater impact and trying to hold the costs and have more programming. Finally, Johnson stated that one of the reasons he was hired is because he has a good track record in competitive grant writing and fundraising and beginning at the end of 2012 he will be doing a lot more grant writing. This means harder work and putting in a lot more hours, but he is here to help turn the institution around.

Motion made by Supervisor Van Dyck, seconded by Supervisor Vander Leest to approve the 2013 Museum budget as presented. Vote taken. <u>MOTION UNANIMOUSLY APPROVED</u>

3. **Golf Course**: Review of 2013 department budget.

Golf Course Superintendent Scott Anthes presented the 2013 budget. He stated that the golf course is an 18 hole course with a full year round clubhouse operated on a contract and there is also a fully stocked pro shop operated on contract. Things that the County does not have control over include the cart fees and restaurant fees. The County does control the green fees and that is where the County derives revenue.

Anthes continued that there will not be any personnel changes in 2013. The largest increase in expenses will be from indirect costs which have increased by \$5,930, IS expenses have increased by \$5,520 and insurance has increased by \$2,360 or roughly 72% for an overall increase of \$13,810 or about 17%. Anthes did note that depreciation has been decreased for an offset.

Anthes wished to point out in the overall operations and maintenance area, the overall expense for 2013 will be \$206,000, but out of that amount there is \$60,000 budgeted for the Children's Charity Golf Classic and those expenses are offset by the revenue that is taken in at that outing.

Anthes continued that the revenues are being decreased by roughly \$38,000 and the reasoning behind that is that last year they had roughly 27,242 golfers which averages out to \$23.00 per golfer, however, they did not have any discount rates that they currently offer such as the twilight rate and the spring/fall rates. To adjust for the special rates now being offered, he brought it down to \$22.00 per golfer for the coming year which includes the passes and discounts.

They have three capital expenditures planned and these include a new mower for \$31,983; a golf course master plan for \$30,000 and irrigation system upgrade for \$14,831. With regard to the master plan, Anthes stated that the last time this was done was 25 years ago and the plan is outdated. He felt that in order to move forward and look to the future a master plan was necessary.

Vander Leest was pleased that no fees will be raised and he felt this was important given the current economy. Anthes stated that in July they were going to look at some sort of leeway to make pricing more competitive with specials and for Anthes to adjust rates he would have to have approval from the Committee and the Board. Vander Leest advised Anthes that there was an ordinance in place that allowed for mid-season rate changes if golf course conditions warrant it. Vander Leest noted that they had lost two outings and he felt it was a good idea to try to get them back. Anthes stated that the decrease in outings boils down to pricing and he noted that there are three entities at the golf course trying to make a living and this is one thing that he wanted to look at further to come up with some set pricing that everyone can be agreeable to.

Vander Leest noted that there have been numerous changes in the golf business in general over the last few years and he felt that in many ways we need to get ahead of the curve. Vander Leest favors the idea of the master plan and felt it was an important step. The discussion regarding the master plan continued and this will be discussed in more detail at future meetings. Vander Leest would also like to see the First Tee project move forward.

Van Dyck stated that he had concerns with the 2013 cash flow numbers as there appears to be a \$5,000 cash flow at the end of the year. Van Dyck stated that he felt a master plan would identify that there are renovations necessary and he realizes there has been money taken from the golf course in the past and put to the general fund and he wondered if some of that money can be allocated back to the golf course without having an impact on the tax roll. Van Dyck felt it would be hard to convince taxpayers to fund major improvements at the golf course and he felt that at some point they would need to figure out how to squeeze more revenue or reduce expenses so that a fund can be built up to make improvements. Anthes stated that this is why the Friends of the golf course is trying to form to offset costs. Anthes continued that they have bonded for things in the past and noted that none of the monies for bonding is paid for by the taxpayers but rather are paid by the golf course.

Van Dyck also asked how the annual pass rates are set as he has heard that the pass prices are too cheap. Anthes stated in 2011 the season pass rate was raised and they went from 80 passes in 2010 to 55 in 2011. This year the rates were dropped and they are now back up to 77 passes. Anthes did not think the pass price was too cheap and he gave examples of what some of the other courses are charging and how the amenities differ. Vander Leest noted that he has been playing at the Brown County golf course for many years and typically pass holders have their pass paid for by June. He felt that the pass pricing was appropriate and a pass is beneficial to the purchasers.

Motion made by Supervisor Vander Leest, seconded by Supervisor Van Dyck to approve the 2013 Golf Course budget. Vote taken. <u>MOTION UNANIMOUSLY APPROVED</u>

4. <u>Library:</u> Review of 2013 department budget.

Library Director Lynn Stainbrook prepared a PowerPoint with regard to the library budget, a copy of which is attached.

Stainbrook stated that their starting point was 2010 and the actual budget at that time was \$7,194,656 with a tax levy of \$6,609,000. In 2011 the Library budget increased to \$7,288,267 plus a \$300,000 federal grant and the tax levy went down to \$6,588,238. For 2012 the amended budget was \$7,331,562 without the \$375,000 for elevators. The requested budget for 2013 is

\$7,039,000 and she noted that there is a downward trend going on and the tax levy has even more of a downward trend. The tax levy for 2013 is \$6,275,000.

Stainbrook continued that their levy target is \$6,275,977 and that is actually down 5.3% from 2010 and is down less than 1% from 2011 levy. She thanked the County Executive for the small amount the levy was decreased. Stainbrook continued going through her Power Point presentation by explaining each slide.

At the end of the presentation Stainbrook asked the Committee not to cut anything more from the Library budget. She did acknowledge a cut to fringe benefits in the area of health insurance in the amount of \$37,737.

Motion made by Supervisor Vander Leest, seconded by Supervisor Williams to reduce the Library Health Insurance line item by \$35,737 and the Property Tax Levy by \$35,737. Vote taken. <u>MOTION UNANIMOUSLY APPROVED</u>

a. Resolution Approving New or Deleted Positions during the 2013 Budget Process (Library).

Motion made by Supervisor Vander Leest, seconded by Supervisor Van Dyck to receive and place on file. Vote taken. <u>MOTION UNANIMOUSLY APPROVED</u>

Vander Leest questioned what balance the library had in reserves. Stainbrook stated that reserve funds have been re-allocated back into the budget but there is rolling over because of different amounts. She noted that any carry over that they had last year was allocated to go into buildings or books this year. Wetzel asked if the County holds the reserve fund and Stainbrook stated that the County still has responsibility for the funds and this is totally appropriate.

Stainbrook referred to Page 145 of the budget book under "repairs and maintenance building" and noted that in 2013 the executive budget is \$66,920 and in 2012 the amended budget was \$188,023 and that is where the reserve carryovers are reflected.

Wetzel asked if Stainbrook was suggesting that there was limited access to the library reserves and Stainbrook answered no. Carolyn Maricque stated that at the end of 2012 the reserve balance is expected to be \$49,279.

Vander Leest felt that the Library should identify what was most important and then make appropriate decisions. Things such as moving away from DVD rentals may want to be considered. Stainbrook stated that losing roughly \$85,000 in the book budget would obviously result in some changes being made. Stainbrook felt that they have laid out what they have been through during the past year and their struggles to figure out how to meet the budget but she felt they do need to think long term because they will not be able to continue making cuts at this rate.

Van Dyke stated he looked at the information presented. With regard to building maintenance, he did not feel the figure was adequate. He stated that Stainbrook had presented information on staffing that to be a basic library there should be 100 full time employees and there are currently only 87 and further, it looks like materials expenditures are about \$100,000 below what is deemed to be moderate. Van Dyke felt the reality of it is, things will not improve any

time soon. With that reality, to continue going forward, the best we can hope for is to maintain and move up a little if the economy improves. He stated Stainbrook's report states that bookmobile and branch closings would be inevitable. Van Dyck felt we had to take a hard look at that because his concern is that in an attempt to keep all of the branches open and attempt to keep the bookmobile in place everything else that is offered is "watered down". He would rather see them get rid of a few branches and put the savings into getting more computers and books. We would have less facilities but could offer better services. He stated that he did not feel closure of some branches would prevent people from driving to a different branch. He felt we need to be realistic and it concerns him that money is not used more effectively when it comes to building similar facilities in the same area. He felt that we keep cutting services and cutting services and ultimately this penalizes the citizens instead of taking away a little bit of convenience.

Supervisor La Violette complimented Van Dyck on his comments and she agreed with what he said. She would rather see fewer libraries than services cut. She stated that more often than not she cannot find what she needs at the library because they do not have money for materials and she also stated that it is often very hard to find staff. She hears at Committee meetings that departments have to go raise private funds but she noted that it is so tough to raise private monies at this time. She felt if the Library does not wish to spend the money to stay current and provide appropriate services, then there should be fewer branches.

Vander Leest spoke on the change in the budget for the health insurance previously discussed and stated he viewed this as an error in what was calculated so in good conscience he is not going to say they have the \$35,000 and it should be spent. He will not support funding additional items based on the fact that there was an error which is being corrected. He will not vote for any additions as he would like to see the taxes remain low and noted that every portion of the budget could have errors that need to be corrected.

Hoyer stated that looking at it from a larger perspective, other components were adjusted in order to save money for that particular expense and now that that expense is not there, he felt that perhaps it should be reallocated back into the Library budget.

Wetzel stated that the County Executive mentioned that there was a list of things that were put on the table that maybe could be discussed as to where the money would go if the money was taken out. He asked Stainbrook what was cut to get the last \$35,000 and he noted that the full Board will meet and this is something that can be on the table then too. Stainbrook stated her recommendation to the Library Board would be to put the funding into the facilities maintenance or take some for books and the rest for facilities maintenance.

Motion made by Supervisor Vander Leest to approve the 2013 Library budget as amended. No second. MOTION FAILS

Motion made by Supervisor Vander Leest, seconded by Supervisor Van Dyck to add \$35,737 to the Repairs and Maintenance Building line item (pg. 145 in budget book, third line up from the bottom). Vote taken. <u>MOTION UNANIMOUSLY APPROVED</u>

Motion made by Supervisor Vander Leest, seconded by Supervisor Hoyer to approve the 2013 Library budget as amended. Vote taken. MOTION UNANIMOUSLY APPROVED

Supervisor Williams indicated that he agreed with what Supervisors Van Dyck and La Violette said and he felt that careful consideration needs to be given with regard to enhancing the library system by closing a branch or two and/or the bookmobile.

Other:

- 5. Audit of Bills: None.
- 6. Such Other Matters as Authorized by Law:

Motion made by Supervisor Vander Leest, seconded by Supervisor Hoyer to adjourn at 8:15 p.m. MOTION APPROVED UNANIMOUSLY

Respectfully submitted,

Alicia Loehlein Recording Secretary

Summary Presentation: NEW Zoo 2013 Budget

The NEW Zoo is one of only seven AZA (Association of Zoos & Aquariums) accredited zoos (Indianapolis Zoo, Phoenix Zoo, Living Desert of Palm Desert, CA; Cheyenne Mountain Zoo, Arizona-Sonoran Desert Museum, Fort Wayne Zoo) in the country that does not receive local or regional tax support for their annual operating budget. The NEW Zoo is the only one of the seven that does not receive any operational support from an endowment fund as commented by the AZA accreditation inspectors. The AZA has a total of 224 accredited zoos and aquariums. The Zoo's 2013 annual budget maintains AZA accreditation standards of operations as well as complying with the United States Department of Agriculture regulations covered under the Animal Welfare Act.

Personnel costs increased with the addition of a .6FTE Seasonal Educator to fully utilize the new educational center and Zoo mobile, as well as the increased cost of disability insurance for the department; however, this is partially offset by a re-organization of the maintenance staff and a reduction in health insurance premiums resulting from the County's move to a high deductible plan for all employees in 2013. Staffing levels and budgeted hours have changed from the 2012 26.67 FTE level to the 2012 26.77 FTE's. The zoo is also re-organizing the maintenance staffing needs eliminating the Zoo Maintenance Supervisor and assistant maintenance LTE's to be replaced with 1 FTE Facility Maintenance worker & 1 FTE Housekeeper. These positions have been classified to also be possibly under Public Works in the future. The 2 positions with benefits will bring stability to the maintenance future needs.

Indirect charges have increased from a 2012 level of 64,475 to a 2013 level of 74,405.

The Zoo Society will be funding approximately half of the salary & benefits for the Education & Volunteer coordinator full time position, AZA annual membership dues, and staff training and conferences needs. In the past, the Zoo Society has funded the Education position from funds generated from the annual Feast with the Beast. Those funds will continue to support the position. Contributed capital is expected to be \$250,000 based on successful fundraising by the Zoo Society for a new Veterinary Care Facility first phase, which will be a renovation and expansion of the existing animal hospital which was built in 1993.

The Zoo must keep the "New" in the NEW Zoo to remain self-supportive. Major capital improvements will be donated by funds from the N. E. W. Zoological Society, Inc.

Public charges is expected to stay consistent with 2012 since decreases in daily admission, passes and gift shop revenues are offset by vending and special event revenue and programming income from the new education center. Miscellaneous revenue increased with additional anticipated donations in 2013 based on past years trend. Other financing sources decreased to reflect removal of 2012 transfer in revenue from the Museum and Zoo Donations funds for the POS ticketing software. The extended hour's policy initiative of 2012 will hopefully be further down the visitor learning curve which will increase visitation. The Zoo is also expanding special event sponsorships and catering opportunities (park shelters) for additional revenue. The Education programming goal is also to be self-supportive and grow within its means.

Operating expenses decreased mainly because of catering equipment purchases and the completion of an organizational analysis in 2012 as well as reduction in building and equipment depreciation; however this was partially offset by various increased program supplies and animal medical expenses for increased examination procedures required per AZA Accreditation. Interdepartmental charges increased with a rise in property and casualty insurance costs, as well as increased information services required for County-wide technology improvements, increased chargebacks from Parks, and indirect costs.

Performance measures are expected to be 100% compliant with USDA-APHIS Inspection and revenue per Zoo Visitor is expected to increase from \$7.39 for 2012 to \$7.68 for 2013. (See attached per caps)

There is one new Initiative listed in the budget packet "Zoo Educational Programming Expansion" - In late 2011, a new Education and Conservation Building was constructed at the Zoo to allow for expansion of educational programs. The 2013 budget includes a part time seasonal Zoo Educator to assist with this initiative, fully utilizing the new building and classroom for onsite educational programming, as well as the Zoo mobile for new adventures "in the field".

Grants are actively pursued by the Zoo Society, staff and volunteers for both operational and capital improvement support.

The overall Zoo 2013 budget is a conservative budget which will provide the Zoo with the necessary funds to operate in 2013 and build future successes as well as financial well-being. The 2013 budget proposed maintains the Zoo's enterprise status. The Zoo's Statement of Funds reflects projected funds available after 12/31/13 of 455,522.

List of Concerns/Achievements

PART I: Items of Concern Noted by Visiting Committee

INSTITUTION DIRECTOR: •IMPORTANT• The items listed below were of noted concern during the inspection. Please address as many of these concerns as possible prior to the Commission's meeting. For items that are still in progress at the time of the hearing, please provide documentation and a timeline for completion. [NOTE: any concerns that remain unaddressed from a previous inspection are considered extremely serious, and may affect the outcome of this process.] Also, please note that it is possible that, after reviewing all supporting materials (including the Visiting Committee's written report), the Commission may have issues or concerns that are not listed below. If so, these will be discussed at the hearing.

A written report to the Commission on how you are responding to the concerns listed below must be submitted by the established deadline (check with the Vice President of Accreditation Programs if uncertain of date). The written report is for informational purposes only. At the hearing, the Commission will ask for a verbal update on additional progress made after the written report was submitted. The Commission cannot accept written reports during the hearing because there is not sufficient time to read them.

CONCERNS REMAINING FROM PREVIOUS INSPECTION

- 1. Funding for continuing education for staff and veterinarian should be increased. Some improvements were made and some travel and training was received but as the zoo has grown more attention is needed. 7.5
- 2. A separate necropsy room now exists but concerns from the previous inspection still exists. Necropsy description from 2007 inspection is the same as it would be described in 2012. The team believed that the lack of running water and a drain to be outside of modern zoological practices and philosophies. These elements help to reduce the risk of disease transmission and are commonly accepted as a normal practice.
- 3. Still not using MedArks, 1.4.8

MAJOR CONCERNS FROM CURRENT INSPECTION

- 1. The rope barrier fences in several areas of the zoo only provide a visual deterent but no real physical deterent from guests crossing them and potentially coming into contact with snow leopards and snow macaques. The service gates to almost all facilities are only secured with a clip with no actual locking mechanism. 11.3.1,11.3.2 & 11.3.6
- 2. There are three types of graphics being implemented at this time. The newest version are aesthetic and professional. The older two versions are not. They are showing their age and are no longer of good quality. 4.3.3
- 3. The Children's Zoo area is the only area of the zoo that seemed to be in need of attention with regards to maintenance. The prevalence of rotting wood and need for fence maintenance is evident. The husbandry for the animals in the area should be evaluated. 10.2.1 & 10.3.3

LESSER CONCERNS FROM CURRENT INSPECTION

- 1. Animal records data entry is performed by combination of volunteers, a night keeper and the curator of animals, 1,4,7
- 1. Handwashing stations are not labled. Standard AZA Policy on Animal Contact with the General Public.
- 3. There are no permanent heat sources and supplemental heat is not regularly or as a matter of practice provided for several indigenous or northern climate animals during the winter, 1,5.7

- 4. No written contract for the veterinarian, 2,1,1
- 5. Prescription sheets are not used. They are ony listed on a white board at the hospital. 2.2.1
- 6. Physical exams are performed for some animals but not with any "regularly" for the entire animal population, 2,4,1
- 7. Conservation support should be evaluated and likely increased as the zoo has become larger and more complex. 3.2.1
- 8. Educational programs are surveyed for guest satisfaction but not for impact. 4.3.1
- 9. Funding for staff professional continuing education is minimal and given the size of the budget and complexity should be increased. 7.5. In addition the curator of animal's salary is virtually the same as that of two keepers despite the fact that she has been here longer than they have. 7.4
- 10. The use of electrical cords as permanent sources of power were noted in several areas of the facility. 10.1.1, 10.2.1 & 11.4.1
- 11. Feed chutes for large carnivores do not appear to provide sufficient safety for staff, 11.3.2
- 12. There were multiple rusted grain and hay mangers in various areas, 10.1,2
- 13. The practice of allowing animals access to their exhibits during the evening should be evaluated. It has been a practice to lock all animals into their night quarters despite the fact that the weather might allow them to have access, 1.5.2

PART II: Points of Particular Achievement Noted by Visiting Committee

INSTITUTION DIRECTOR: During the inspection the Visiting Committee was particularly impressed with the items listed below.

- 1. The staff is energized and support the mission of the zoo. They showed passion for their jobs and were complimentary of the mission and general operation of the zoo.
- 2. The staff were supportive of management and indicated that their needs and concerns are dealt with.
- 3. The maintenance facilities were immaculate and well organized. The maintenance superviory staff were amazingly knowlegeable about safety and regulations for all elements of their jobs. It was singularly the most impressive maintenance facility either inspector had seen and is a model for other zoos.
- 4. The N.E.W. Zoo Society board are very enthusiastic and supportive of the zoo and the director. They have shown a great passion for the zoo and the funds raised for capital improvments are impressive.
- 5. The zoo grounds and horticulture were very appealing and pleasant.
- 6. The remodeled entryway with the enhanced gift shop amenities were a great improvement.
- 7. The new education building is very well done and will meet the needs of the institution far into the future,
- 8. The new Mayan Taste of the Tropics Café restaurant is a very modern and well run facility with a large variety of offerings.
- 9. The new Aldabra tortoise and the Japanese macagne facilities were well done.
- 10. Training program seems to be on the right track and moving forward. The giraffe training session that was observed was very impressive.
- 11. The moose exhibit was extraordinary.
- 12. The trumpeter swan breeding program was impressive.

NEW ZOO

Brown County

4418 REFORESTATION ROAD GREEN BAY, WISCONSIN 54313

PHONE (920) 662-2401 FAX (920) 434-4162 E-MAIL ANDERSON NS@CO.BROWN.WI.US



NEIL S. ANDERSON

ZOO DIRECTOR

Date: 7-12-2012

Dear Judy,

I am writing this letter for Zoo Society financial support needed in 2013. I have itemized each item with an approximate cost. The support is less than the 2006 & 2007 levels of support but an increase from the 2012 level.

- 1. Volunteer Recognition Dinner
- 2. Animal Acquisition Funds

3. Education Position Funding

22,000

4. AZA Membership

3,000

5. Staff & Veterinary training (recent AZA accreditation Concern)

Item noted on 2012 accreditation visiting committee report

4,000

Total Support Requested for 2013

29,000

The above items are needed to support the Zoo for the calendar year of 2013. I have also taken into account the recent 2012 AZA accreditation inspection in compiling this budget. The operating support budget for 2013 reflects a slight increase for next year. 2006 (31,084), 2007 (29,800), 2008 (26,300), 2009 (23,937), 2010 (23,937), 2011 (25,280) and 2012 (25,280). On behalf of Brown County, staff, volunteers and the community we appreciate the Zoo Society's ongoing support and consideration for 2013. Remember the 5 year past history was a part of the recent AZA accreditation inspection.

Sincerely,

Neil S. Anderson

Zoo Director

PERFORMANCE MEASURES/PER CAPS

2013 BUDGET

2013 Estimated Attendance (250,000)

Revenue Category	2010 Estimate	2010 Actual	2011 Projected	2011 Actual	2012 Budget	2012 Estimate	2013 Budget
Charges and Fees Daily	2.67	2.55	2.64	2.65	3.42	3.46	3.46
Sales-Vending	.72	.78	.76	.87	.71	.72	.80
Sales-Passes	.63	.62	.57	.53	.62	.52	09.
Sales-Programs	90.	90.	.07	60.	60.	.10	.14
Sales-Special Events	44	.55	.47	.59	.43	.48	.52
Sales-Gift Shop	1.05	1.03	1.03	1.02	1.03	1.04	1.06
Sales-Concessions and Food	1.09	1.07	1.07	1.11	1.07	1.12	1.08
Donations	.02	.02	.02	.01	.02	.03	.02
Total Per Cap	89.9	6.68	6.63	6.87	7.39	7.47	7.68

Summary Presentation:

Park Management 2013 Budget

Brown County Park Management operates 18 different facilities totaling 3,600 acres. Estimated annual attendance is typically between 850,000 – 975,000 throughout the Park system with Pamperin Park, Fox River State Trail, Fairgrounds, Bay Shore Park and the Reforestation Camp (in that order) accounting for the majority of this figure. In 2011, estimated attendance was 850,000 (poor spring weather and change in attendance formula for Pamperin Park) and the tax levy was \$1,320,000 resulting in \$1.55/person for tax levy expenditure. In 2012, tax levy commitment is \$1,139,505 of a total budget of \$1,916,130. This means Parks non-levy contributions are almost 41% of our total budget. Park Management also manages special revenue accounts (State Recreational Trails, Boat Launch, Cross Country Ski) that do not receive any tax levy.

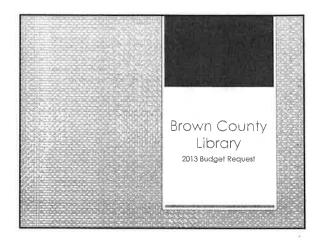
Personnel - a .5 clerk/typist II position was eliminated from the budget and the remaining 1.0 FTE position is proposed to go from a 37.5 to a 40 hour workweek. This has resulted in a decrease in overall FTE's in the department, but overall personnel costs are still up from last year due to a higher fringe benefit rate. Five of the seven Park Ranger positions will still go to the Highway Department for December – March in order to meet our levy target.

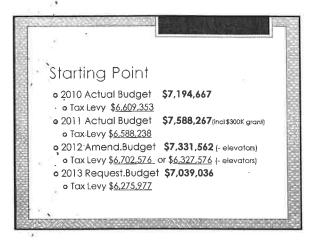
Chargebacks – Indirect cost has decreased .05% but increases in information services (21%), insurance (28%) have resulted in an overall increase in chargebacks to our department.

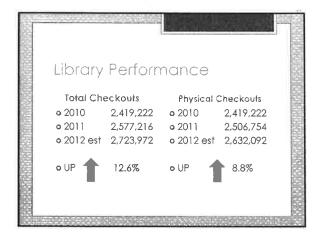
Professional Services – This account is dramatically less than 2012. In 2012, \$20,000 was budgeted for a Program Access Test (accessibility audit per American with Disability Act) that has been completed. However, when the results from this audit are finalized, there may be significant areas of non-compliance identified throughout the Park System which would need to be addressed in order to become compliant with current laws.

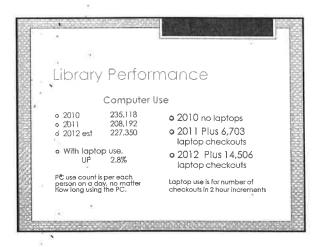
New Initiatives — Several fees have been proposed at a higher rate. Specifically, rifle range fees would increase from \$5.00 - \$7.00 (last fee increase was in 2005) and the daily mountain bike trail fee would be increased from \$3.00 to \$5.00 daily and \$15.00 to \$20.00 for annual passes (the \$3.00/daily hasn't been changed since the beginning of the program prior to 1998 and the last fee change for annual pass was in 2002 when it was reduced \$30.00 to \$15.00). In addition, outdoor education fees have increased for on-site programming at Barkhausen Waterfowl Preserve. Program days have also been increased from three to four days a week to accommodate teacher demand and also to generate revenues to help make the educational programming more self-supporting. The programming at Barkhausen will also be expanded to include a Summer Camp and adventure programming (kayak tours) to also generate revenue and offer enhanced recreational opportunities for the community.

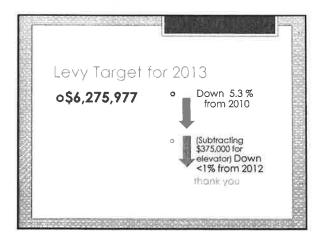
The Park Management budget continues to be very conservative in order to meet reduced levy targets. Note that there are no capital outlay equipment/projects submitted in order to meet budget target goals. This will need to be addressed in the near future as our Parks infrastructure ages. Relationships with Public Works for fleet management, shared equipment use, building management, etc. will need to be explored.

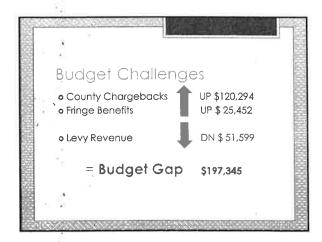












Budget Challenges continued

o Structural Deficit \$96,619

o In 2012, Library budget was balanced by using \$96,619 from Library's Reserves

= Budget Gap \$197,345 + \$96,619 = \$293,964

As presented by County Executive

Increased Costs of Business:

• Equipment, software & other maintenance contracts up \$9,287

• Building Leases up \$1,950

• Water & Sewer up \$790

= Budget Gap \$305,991

Nicolet Federated Library
System Budget Impacts:

NFLS had a 10% budget cut
Opted to no longer rent Third Floor
Meeting Room
Decreased book grant by \$23,366
Decreased continuing ed grant by \$2,700
Revenues & Expenditures both
Security Se

The Bottom Line

• Decrease in rent income from NFLS

• Increase in rent income at Kress

• Net down \$18,309

= Budget Gap \$305,991 + \$18,309 = \$324,300

Library Budget Components

• Personnel – 64% of the budget

• Chargebacks -12%

• Books, Media -12%

• Technology - 4% i.s. chargebacks above

• Utilities – 4%

• Building & Vehicle Maintenance/rent – 4%

• Supplies, other - 1%

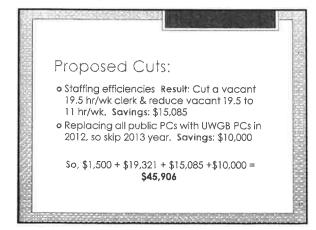
How to fill budget gap of \$324,300?

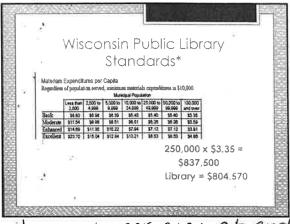
• Library is Lean. Many cuts & efficiencies in previous years.
• Efficiencies in 2012 include:
• Change in hours for mainlenance staff/less road travel
• More self-check machines. Auto check-in
• Replaced lown mower with model that combines other lasks & lickes less lime
• Some possible efficiencies need capital
• RFID at Krass & Weyers-Hillford
• Bullding ECMs
• Replacing PC reservalion & print management software
• Ubrary confinues to be Below State Standards* OPI,5th ed. 2010

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Moderate	164	11	11	2.4	42	12	34	-	700,000
Distant	***	nj	10	4.1	17	4.5	81	Libi	rary = 540,000
Tarebeg	21	342	10.3	1.2	11	1.11	+2	1000	GIY - 340,000

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Proposed Cuts: Cuts proposed are possible because of actions taken to become more efficient When migrated to new ILS, changed the print process & equipment for overdue notices & bills. Requesting more library users to receive notices via email. Result: special paper forms are less expensive. Fewer printed Savings: \$1,500





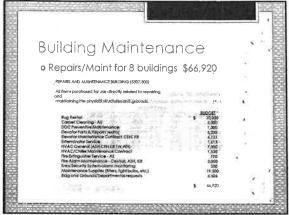
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Proposed Cuts:

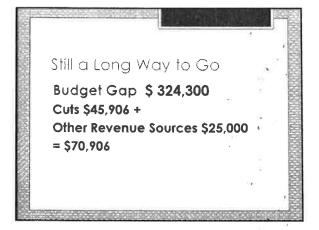
- Energy Conservation Methods
- o In 2008, Electric & gas = \$318,853
- o In 2009, Electric & gas = \$337,540
- o In 2013, budgeted = \$221,579
- o Result: In spite of rates going up ~\$100,000 less each year since 2010. 2013 Add'I cuts; \$ 19,321.

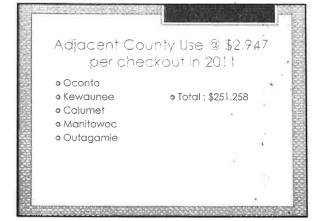
Cutting Tech Upgrades

- Moved \$25,000 in tech-related expenses so will be paid from special revenue funds—
 NELS Passures Contract E rate and
- NFLS Resource Contract, E-rate and Coin-Op
- In past, those funds used for new technology or tech upgrades
- Also, presumes a Resource Contract that isn't negotiated until October-December.

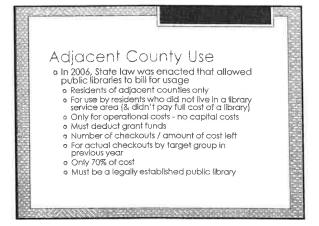


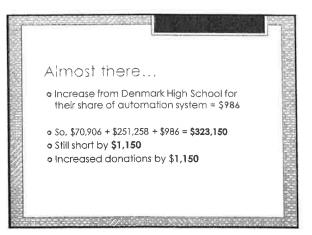
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Building Maintenance • Since 2008, Library has expended Carryover Funds to maintain library buildings • Carryover was result of: • Energy efficiencies/lower costs for Gas & Electricity/keep cutting that budget line • Less cost in Personnel Benefits & I.S. Chargebacks than had been budgeted • New budgets are more accurate, less surplus • RESULT: Less Carryover to use • No Additional Cuts Possible to Bldg R & M





Concerns:

- Money from adjacent counties is due March 1, 2013
- o There is no guarantee that they will pay
- Any recourse may take time & leave Library without the revenue, but still having the expense
- Cutting every area to the barebones leaves no contingency
- Library has no funds for Casual Day pay-out or for the Sick Day liability as these have been in the HR budget

2012 Carryover

- & In years past, the Library has had carryover funds that helped to pay for energy conservation methods, more books, technology & in 2011 and 2012, the carryover balanced the budget

 o The projected carryover for 2012 is \$40-70,000 o Library is still playing catch-up with its book collection

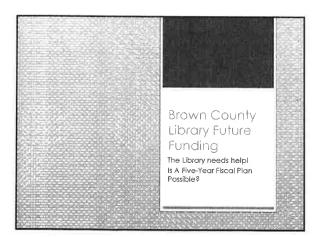
- Library is still playing catch-up with branch & central building maintenance projects
 SEVERE CHALLENGES AHEAD IN 2014 AND 2015 YIKES1

Yikes! Possible Strategies for 2014 and 2015

- o 64 % of Library Budget is Personnel
- Being able to set policies, establish a minimum wage position is a must to controlling this area of budget
- Exploring possibility of sharing automation costs with other libraries - long-term
- Eliminate tech equipment maintenance contracts - run risks of high bills

o Staff lay-offs by decreasing hours open

- 6 Bldg maintenance fund is nearly nonexistent, except for the carryover - can't be cut anymore
- Book budget been there & decimated the collection, still trying to recover
- o Technology still playing catch-up & older equipment becomes, the more costly to patch & repair
- o Will bookmobile and branch closings be inevitable? Or is there another way?



The computation for the Library Health Insurance was incorrect. The County covers 87% of the premium for full-time employees; full-time employees contribute 13%.

Part-time employees contribute based on their percentage of employment. This increased employee contribution amount was not included when the Health Insurance amount was calculated. The cost to the County is less than budget.

Motion: Reduce the Library Health Insurance line item by \$35,737 and the Property Tax Levy by \$35,737.

Wisconsin Public Library Standards*

FTE Staff per 1,000 Population

Regardless of population served, minimum total staff is 1.0 FTE.

Municipal Population

 Less than
 2,500 to
 5,000 to
 10,000 to
 25,000 to
 100,000 to
 25,000 to
 100,000 to
 Excellent
 2.4
 1.5
 1.4
 1.1
 0.09
 0.09
 0.06
 0.06

 $250 \times .4 =$

100 FTE Library = 87 FTE

Collection Size (Print, Audio & Video) per Capita

Municipal Population

•							
	Less than 2,500	2,500 to 4,899	5,000 to 9,999	10,000 to 24,999	10,000 to 25,000 to 50,000 to 24,999 49,999 99,999	50,000 to 99,999	100,000 and over
Basic	11.7	8.3	7.0	5.5	4.0	4.0	2.8
Moderate	14.4	9.5	7.5	6.4	4.2	42	3.4
Enhanced	18.6	11.5	8.4	6.7	4.7	4.5	4.1
Excellent	29.1	14.3	10.3	8.2	9.9	23	4.2

250 K × 2.8 = 700,000 Library = 540,000

Wisconsin Public Library Standards*

Materials Expenditures per Capita

Regardless of population served, minimum materials expenditures is \$10,000.

Municipal Population

				20		3.•	
901	Less than	2,500 to	5,000 to	at 0000,01	10,000 to 25,000 to 50,000 to	50,000 to	100,000
	2,500	4,999	6666	24,099	49,999	89,999	and over
Basic	\$8.80	\$6.98	88.39	\$5.40	\$5.40	\$5.40	\$3.35
Moderate	\$11.54	\$8.96	19:8\$	\$6.51	\$6.26	\$6.26	\$3.59
Enhanced	\$14.69	\$11.85	\$10.22	\$7.94	\$7.12	.\$7.12	\$3.91
Excellent	\$23.70	\$15.04	\$12.84	\$10.21	\$8.53	\$8.53	24

250,000 × \$3.35 = \$837,500 Library = \$804,570

Building Maintenance

• Repairs/Maint for 8 buildings \$66,920

REPAIRS AND MAINTENANCE BUILDING (5307.300)

All items purchased for use directly related to repairing and maintaining the physical structures and grounds.

BUDGET	\$ 10,000	2,000	. 1,300	6,230	4,121	1,613	2,000	1,530	770	3,000	250	19,500	909'9
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	Rug Rental	Carpet Cleaning - All	DDC Preventive Maintenance	Elevator Parts & Repairs (extra)	vator M	Exterminator Service	AC Ger	AC/Chi	Fire Extinguisher Service - All	Alarm	ss Secu	intenar	g and (
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